Ministry of International Business and Immigration

Annual Report
April 1, 1989 to March 31, 1990

Province of British Columbia

Ministry of International Business and Immigration

Annual Report, 1989/90

91-04253/

Canadian Cataloguing in Publication Data
British Columbia, Ministry of International Business and Immigration
Annual report - 1988/89 - 1989/90

Report year ends March 31
ISSN 1183-0905 - Annual report - British Columbia
Ministry of International Business and Immigration
1. British Columbia. Ministry of International Business and Immigration - Periodicals.

HF3229.B7B76 354.71106827 C91-092013-3

Province of British Columbia

OFFICE OF THE MINISTER

Ministry of International Business and Immigration

Parliament Buildings
Victoria
British Columbia
V8V 1X4

February 11, 1991

His Honour
The Honourable David C. Lam
Lieutenant-Governor of British Columbia

May It Please Your Honour:

I have the honour to submit for your consideration the annual report for the Ministry of International Business and Immigration for the year ending March 31, 1990.

Sincerely,

Elwood Veitch

Elwood N. Veitch
Minister of International Business
and Immigration

Province of British Columbia

OFFICE OF THE DEPUTY MINISTER

Ministry of International Business and Immigration

1405 Douglas Street
Victoria
British Columbia
V8W 3C1

November 1, 1990

Honourable Elwood N. Veitch
Minister of International Business
and Immigration
Parliament Buildings
Victoria, British Columbia
V8V 1X4

Dear Mr. Veitch:

I have the honour to submit herewith the annual report of the Ministry of International Business and Immigration for the period of April 1, 1989 to March 31, 1990.

Sincerely,

R. Lorne Seitz
Deputy Minister

Contents

Ministry Overview

Investment and International Operations 3
- Investment 4
- Business Immigration 4
- Asia Pacific Advisory Committee 5
- International Financial Centre 5
- International Operations 5
- Canada-United States 5
  - Asia Pacific 6
  - Europe and Other Markets 7

Trade, Immigration and International Policy 9
- Trade Policy 10
- International Economic Policy 10
- Immigration Policy 11

Management Operations 13
- Financial Services 14
- Operations 14
- Information Systems 14

British Columbia Trade Development Corporation 15

Communications and Public Affairs 17

Ministry Overview

The year 1989/90 was highly productive for the Ministry of International Business and Immigration.

Throughout the year, the Pacific Rim continued to rival the U.S. as British Columbia's major export destination with each receiving about 40 per cent of B.C.'s exports. The European community, by comparison, continued to account for about 15 per cent of the Province's total exports with the remaining five per cent going to other trading areas throughout the world. To further encourage increased foreign trade and investment, the Ministry established new offices in Munich, Singapore and Seattle.

Another of the Ministry's major initiatives during its first full year of operation was reinforcing the importance of the Canada-U.S. Free Trade Agreement. This included sponsoring a series of Free Trade seminars and workshops that showed representatives of more than 400 companies how to take advantage of new U.S. export opportunities and how to meet new competition from U.S. producers.

The Ministry also organized a number of major foreign missions which included:

- The Premier and Minister Veitch leading a delegation of business people to the World Economic Forum in Davos, Switzerland;
- The Premier and Minister Veitch leading an investment mission of business people to West Germany, and other parts of Europe in conjunction with the opening of the Munich office; and
- Former Minister Jansen leading a delegation of business and government representatives to Hong Kong for a series of seminars on opportunities in electronics, financial services, plastics and food processing. Similar seminars were later held in Taiwan.

Additional initiatives in the area of international business included:

- Assisting the Japanese (Keidanren) Investment Study Mission which visited B.C. to evaluate its investment potential;
- Participating with the Economic Development Commissions of Kelowna, Penticton and West Kootenays in a three-day promotion in Toronto designed to attract corporate and entrepreneurial investment in these regions;
- Assisting in attracting Raychem Canada Ltd. to establish a computer-integrated machining centre in Richmond;
- Co-hosting a one-day conference on "Europe and 1992" which included announcing the formation of the Minister's European Community Advisory Committee;
- Successfully concluded the Asia Pacific Initiative's mandate, which involve some 60 projects geared to enhance British Columbia's development as an international centre for trade, commerce and travel; and.
- Supporting the expansion of the International Financial Centre - Vancouver to a total of 38 financial institutions.

During the year, the Ministry organized a very successful "Immigration Week" in co-operation with the federal government to celebrate the positive contributions immigrants have made to British Columbia.

The Ministry continued to attract successful business immigrants with their expertise and capital to the Province. During 1989-90, B.C. attracted 25.1 per cent of Canada's total business immigrants.

In the coming year, the Ministry plans include efforts to expand exports of our goods and services with particular emphasis on the promotion of value-added products, attracting increased equity investment to the Province, and strengthening the contribution of immigration to the Province's economic development and diversification.

Investment and International Operations

Investment and International Operations Division

During 1989/90, the Investment and International Operations Division continued to attract new capital investment into the Province. This was achieved through the development and implementation of targeted investment and immigration policies and programs. The Division's long-term objective is to build on the internationally competitive strengths of British Columbia's economy, to further diversify the Province's manufacturing and service sectors, and to contribute significantly to continued prosperity and world-renowned quality of life.

The Division is comprised of the Investment Branch, the Business Immigration Branch, and the International Operations Bureau. It also had responsibilities for a number of organizations such as the Asia Pacific Initiative and the International Financial Centre - Vancouver.

Investment Branch

In the year 1989/90, the Investment Branch was successful in continuing to attract corporate investment to British Columbia, consistent with investment priorities. In addition, it managed and coordinated government involvement in selected initiatives, such as the Asia Pacific Initiative and the International Financial Centre - Vancouver, that will have long-term benefits to the economy. The Branch's initiatives included:

- Assisting the Hughes Aircraft Company which opened an office in Richmond, and was awarded the Canadian Automated Air Traffic System (CAATS) contract;
- Assisting in attracting to B.C. Raychem Canada Ltd. which opened a high technology, computer-integrated machining centre in Richmond;
- Developing an Investor Matching Program for use at the Globe '90 environmental trade show in Vancouver. The program introduced out-of-province investors to 72 local companies;
- Coordinating a business contingent in February, 1990, led by the Premier and Minister Veitch, to the World Economic Forum in Davos. The contingent was successful in attracting considerable investor interest in British Columbia;
- Organizing an Investment Promotion Mission to Hong Kong, led by former Minister Jansen, and to Taiwan led by the Vice Chairman of the B.C. Trade Development Corporation, to meet potential investors in the electronics, plastics, food processing and financial services industries in B.C.;
- Assisting the Japanese Investment Study Team, formed of Keidanren members, which visited British Columbia in October, 1989, and subsequently reported favourably on the investment climate in Canada and British Columbia.

Business Immigration Branch

The Branch's Business Immigration Program continued to attract potential employers with developed business skills who will make a significant contribution to the Province's economic performance.

British Columbia in 1989/90 attracted a disproportionately large share of the business immigrants to Canada. During the year, the Province attracted 25.1 per cent of Canada's total business immigrants. A total of 751 entrepreneural immigrants came to British Columbia in this period. In addition, the branch helped attract about 47 per cent of the total number of investor immigrants with visas to Canada.

Since the Immigrant Investor Program's inception in 1986, direct investment through the program has amounted to about $165 million, and business immigrants destined to British Columbia have declared an aggregate net worth of more than $4.1 billion.

It is estimated that at least 5,000 new jobs have been created or sustained for British Columbians through the entrepreneurial activities of business immigrants over the past three years.

Asia Pacific Initiative

During 1989/90, the Asia Pacific Advisory Committee successfully concluded its mandate after having completed some 60 projects. The majority of the work comprised in-depth studies and pilot projects concerning issues selected by five Task Forces for their importance and pertinence to the Advisory Committee's mandate.

Reports of all major studies were made public and, in a number of cases, have already had significant effect in influencing public policy and events. Several internal research papers were also developed and used as the basis for advice to the federal and provincial governments.

International Financial Centre - Vancouver

During the year, the International Financial Centre - Vancouver, which was inaugurated in September, 1988, continued to attract new registrants with a total of 38 firms registered by the end of the fiscal year. The number of participants far exceeds previous expectations and is well ahead of the efforts of Montreal's IFC. Several of these banks, trust companies and securities firms are actively generating new business in areas such as trade finance, private banking and securities transactions with non-residents of Canada.

International Operations Bureau

The International Operations Bureau became part of the Investment and International Operations Division in early 1990. The Bureau's mandate is to:

- Coordinate Ministry and inter-Ministry activities outside the Province;
- Provide business opportunity information to private and public sector clients involved in international business;
- Assess and recommend appropriate British Columbia representation outside the Province; and
- Provide policy direction, resources and program support to out-of-province offices.

During the year, the Bureau relocated the Province's West German office from Duesseldorf to Munich and opened a business office in Seattle. Other highlights involving the offices during the year were:

- Playing a role in $61 million in business immigration, $250 million in export sales and $208 million in investment into the Province;
- Meeting with almost 3,000 local companies and 700 foreign companies visiting British Columbia;
- Organizing a Sister Cities Symposium with over 70 participants from all regions of the Province;
- Participating in the fifth joint meeting of the Pacific Northwest Economic Partnership in Seattle with Minister Veitch attending;
- Hosting a meeting for the European Economic Community members of the Vancouver Consular Corps to meet with Mr. Jacques LeComte, head of the Delegation Commission of the European Community;
- Coordinating business programs for the state visits to British Columbia by Prime Minister Kaifu of Japan, and President Aquino of the Philippines;
- Organizing the Premier's visit to Yugoslavia, Switzerland, the Netherlands and Belgium; and
- Hosting business delegations from Japan, Taiwan, Malaysia, France, the United States, the U.S.S.R. and China.

Canada-United States Branch

During 1989/90, the Canada-United States Branch assisted British Columbia's commercial interests in the United States by identifying and recommending opportunities in this market to British Columbia industry and to the British Columbia Trade Development Corporation and other government agencies.

The Branch also provided policy direction, management and operational support to British Columbia offices in Southern California, Seattle and Ottawa, and inter-Ministry activities in the United States. Major initiatives of the Branch included:

- Establishing the Province's newest business office in Seattle;
- Coordinating and participating in regional seminars in Quesnel, Williams Lake, 100 Mile House, Prince George, Dawson Creek, Terrace and Prince Rupert on "Export Opportunities In The United States;" and
- Co-chairing and providing operational direction to the very successful Pacific Northwest Economic Partnership.

California Office

The California Office, located in Irvine, Orange County, assisted British Columbia companies and government agencies with their export activities in California undertook a number of investment promotion initiatives. The office was instrumental in assisting British Columbia with exports valued at $8.3 million and investment totalling $2.5 million. The office dealt with 569 inquiries related to trade, investment and general information about the Province.

The California office also played a significant role in attracting the Hughes Aircraft Company to locate in Richmond.

Seattle Office

The Province opened a new business office in Seattle in March, 1990. The office will have a marketing focus on the Pacific Northwest region.

Seattle offers great potential for the Province to participate in the booming aerospace sector and to assist an expected 300 new British Columbia exporters per year in identifying appropriate Washington State distributors, buyers and agents.

Ottawa Office

The commercial section of this office continued to play a vital role for British Columbia firms seeking a larger share of federal government contracts. In coordination with the British Columbia Trade Development Corporation, this office raised awareness in Ottawa of the capability of British Columbia industry.

Asia Pacific Branch

The Asia Pacific Branch was reorganized and reduced in size during 1989 as some of its activities were transferred to the newly formed British Columbia Trade Development Corporation (B.C. Trade). Work continued in the assessment of market opportunities in the Pacific Rim through the network of the Province's four offices in the region as well as the Canadian Government's own offices, and through liaison with the numerous Asian visitors and delegations who visited the Province during 1989 and early 1990. Opportunities identified were referred to the private sector, to other branches of the Provincial Government and to B.C. Trade.

A significant continuing role for the Branch was the development of customized programs for a total of 86 foreign delegations whose interests ranged from trade to investment, including aspects of entrepreneurial immigration, education, culture and urban development. Major initiatives of the Branch included:

- Business visitor programs related to the state visits of Prime Minister Kaifu of Japan and President Aquino of the Philippines;
- Outgoing Ministerial missions to Asia for investment promotion in Hong Kong and Japan, an Education Promotion Mission to Japan, and a Steel Industry Environmental Study covering Japan, Korea and Taiwan;
- Support and organization of the Indonesian Trade Minister's Mission to British Columbia as part of that country's participation in the Pacific National Exhibition.

Tokyo Office

The Tokyo office continued to focus on its major priority of promoting corporate investment in British Columbia. It also broadened its range of activities through the placement of a part-time Education Office in cooperation with the Ministry of Education. The promotion of increased numbers of student and teacher exchanges at the public level will have a long-term benefit in promoting closer ties with British Columbia's most important trading partner in Asia.

The office was involved in new corporate investment in British Columbia totalling over $106 million.

Direct assistance and local organization of several trade missions including consulting services, fashion, food products and value-added wood products were also provided to B.C. Trade.

Seoul Office

The Province's priority program in Korea continued to focus on corporate investment. Korea has reduced its controls on outgoing investment and this has provided a greater opportunity for the encouragement of Korean investment in British Columbia, particularly in view of the access to the North American market provided by the Canada-U.S. Free Trade Agreement.

The office was responsible for total new investment in British Columbia of over $11 million.

Hong Kong Office

The promotion and counselling of entrepreneurial immigration applicants who wish to migrate to British Columbia remains the most active focus of the Hong Kong office. In addition, the continued promotion of corporate investment in the sectors of garments and textiles, electronic and telecommunication products, and computing and tourism services was continued. A major investment promotion mission to Hong Kong was led by former Minister Jansen and supported by 14 private sector businessmen during September, 1989. It generated a large number of investment enquiries which continue to be encouraged. The office is also responsible for activities in Southern China although recent political events in that country have reduced the number of trade enquiries and interest from British Columbia's private sector.

The office supported new corporate investment in British Columbia in seven projects. It also gave assistance to British Columbia exporters which resulted in over $5 million in export sales.

Singapore Office

This reporting period marks the completion of the first year of operation of the Province's newest office in Asia which was officially opened in April, 1989 by the Minister. The office has the largest geographic territory to cover of all British Columbia offices as its responsibility includes all ASEAN countries.

Promotion of corporate investment from both Singapore and Malaysia is the highest priority although an active program of collaboration with Canadian Government posts in the region is also carried out to ensure that British Columbia's activities and interests are reflected in all territories.

The office was responsible for total new investment in British Columbia of over $9 million and assistance to British Columbia exporters which resulted in $307,000 of incremental sales.

Taipei

The Province is able to use the services of the British Columbia Trade Office in Taipei through an arrangement with the British Columbia Trade Development Corporation. This office provides support to British Columbia business organizations who have interests in Taiwan.

During the past year the office met with over 500 local organizations and was responsible for generating over $2 million in new export trade.

Europe And Other Markets Branch

During the year, this Branch, which is responsible for Europe, the Middle East and Latin America, assisted the British Columbia Trade Development Corporation and various federal and provincial agencies in their endeavors to expand British Columbia's exports and promote the acquisition of new technology through direct investment, joint ventures, licensing agreements and business immigration. Opportunities in trade, investment and immigration were pursued through the British Columbia offices in London and Munich.

A number of incoming and outgoing trade missions were coordinated and organized by the Branch to enhance British Columbia's business interests internationally. One major initiative of the Branch was to advise British Columbia business of the impact of the unification of the European Community by organizing a seminar in cooperation with the Federal Government on "Europe 1992."

The Branch monitors the rapid and dramatic political and economic changes in Eastern Europe and provides timely information to British Columbia companies and government agencies to promote business linkages between British Columbia and Eastern European countries. The Branch has been acting as a catalyst to facilitate the creation of private sector-driven bilateral organizations. During the year, the Branch:

- Organized a trade mission of five British Columbia companies to Czechoslovakia and the U.S.S.R. One company to date has sold equipment valued at almost $1 million;
- Fostered business links with Yugoslavia by the visit of Premier Vander Zalm to Yugoslavia;
- Introduced British Columbia to world leaders and international corporate executives by organizing participation of the Premier, Minister Veitch and business representatives in the World Economic Forum at Davos, Switzerland; and
- Opened British Columbia's newest representative office in Munich on November 21, 1989.

British Columbia House, London

During the course of 1989/90, British Columbia House in London assisted with exports from British Columbia valued at $40 million, immigration investments totalling $33 million and other investments totalling $68 million. These other investments were more diversified with wider ranging benefits for British Columbians than similar investments in 1988-89 (which showed a greater total because of an especially large investment in a single project). In addition, the office dealt with 508 enquiries related to trade, investment and business immigration. During this period, 128 representatives of British Columbia companies used the services of B.C. House London.

The office developed a business opportunity network which includes the principal chambers of commerce in the United Kingdom and Ireland, industry associations, central and regional government agencies, etc. The network enables British Columbia companies to source potential joint ventures and other business partners quickly and with minimum expense to the companies.

Major business immigration promotions were undertaken by the office in The Netherlands and the United Kingdom. The promotional activities in the U.K. cities were organized in cooperation with the Government of Alberta. General investment promotional initiatives were also undertaken in France, Belgium, Finland and Sweden.

Munich Office

The decision to close the Duesseldorf Office and open the new Munich Office was made during June, 1989. On November 21, 1989, the new Munich Office was opened by Premier Vander Zalm and Minister Veitch. While in Europe, the Premier and Minister led an investment mission to Germany, The Netherlands, France and Italy.

During the year, the office assisted with immigration investment totalling $29 million, and corporate investment totalling $10 million. It dealt with a total of 363 inquiries related to trade, investment and business immigration. During this period, 72 British Columbia companies used the services of the office while visiting the Federal Republic of Germany.

The office has participated in promotional initiatives in Switzerland, Austria, Italy, Spain and Yugoslavia to identify business opportunities for British Columbian exporters and to promote investment in the Province from these regions.

Trade, Immigration and International Policy

Trade, Immigration and International Policy Division

The Trade, Immigration and International Policy Division develops provincial policy objectives relating to immigration, trade negotiations and agreements, and trade actions. It also provides comprehensive trade and economic analysis of major trends and developments among the Province's major trading partners and the international economy as a whole.

The Division is structured to discharge its responsibilities through three Branches: Trade Policy, International Economic Policy and Immigration Policy.

Trade Policy Branch

In the past year, the Trade Policy Branch has developed the Province's trade policy positions on a wide range of trade issues (particularly GATT and FTA) which affect the provincial economy. The Branch has regularly advised British Columbia industries and companies involved in international trade actions and has represented British Columbia interests generally in the management of these issues with the federal government.

The Branch has continued with the delivery of a Free Trade Advisory Service which involves a series of seminars and workshops for the business community, the publication of the Trade Digest and information circulars, and a toll-free telephone advisory service responding to questions on free trade.

As part of an ongoing service within the provincial government, the Branch has reviewed a number of policy/program initiatives by other ministeries for their international trade law implications, and in some cases, recommended modifications to the proposals to make them consistent with Canada's international obligations.

The Branch has assisted in the development of the Province's positions on trade liberalization initiatives under consideration in the multilateral trade negotiations and has presented these views to the federal government for inclusion in Canadian government positions.

International Economic Policy Branch

Over the course of the last year, the International Economic Policy Branch has been heavily involved in developing the Province's negotiating objectives and priorities for the Uruguay Round of Multilateral Trade Negotiations (MTN). The Branch also coordinated the Ministry's on-going MTN consultation process with the private sector, the other three western provinces, and the federal government.

The Branch produced a variety of reports and bookl[illegible]over the year detailing, among other things, British Columbia's trade, investment and tourism links with the European Community and the Pacific Rim. Of particular note, the Branch produced a document entitled "British Columbia and Europe: Towards 1992" which was released at a February, 1990, conference in Vancouver jointly hosted by the federal Department of External Affairs, the Ministry and the Business Council of B.C. The Branch continues to provide an important secretariat function to the Minister's European Community Advisory Committee which was announced at that conference and constituted shortly thereafter.

The Branch also edited and produced "Western Trade Objectives: The Report of the Western Ministers Responsible for Multilateral Trade Negotiations" which was adopted at the Western Premiers' Conference in Camrose, Alberta, in June, 1989.

In keeping with its mandate to provide a statistical analysis of British Columbia's major trading partners, the Branch prepared and distributed 49 country fact sheets to a wide variety of internal and external audiences. The Branch has also been involved in formulating a provincial response to several international trade actions on aichoholic beverages as well as in helping to formulate a provincial position on international air bilateral agreements.

Finally, the Branch commissioned and released a thorough review of the Province's clothing sector and its position on a variety of trade issues.

Immigration Policy Branch

During 1989-90, the Immigration Policy Branch was established and charged with the lead role on immigration matters on behalf of the Province. Activities included identification of key provincial policy and program issues through the management of the Interministry Working Group on Immigration.

The Branch's major focus was the development of a strategy on immigration planning, selection and settlement, and continues to be responsible for negotiations with Canada of a proposed immigration agreement. The Branch also directed the Province's participation in national consultations on immigration levels setting.

The Branch maintained an effective federal-provincial and interprovincial liaison on all matters relating to immigration and provided advice on and analysis of key national and international immigration policy issues. A survey of other provincial immigration structures and activities was undertaken and a chart was developed with the information compiled and provided to all provinces.

The Branch produced **Immigration in British Columbia, A Demographic Profile,** which outlined the changing nature and impact of immigration to the Province; co-sponsored British Columbia's first "Immigration Week" with Employment and Immigration Canada, prepared a bibliography on recent on-going research, and commissioned a report on provincial support for settlement services for immigrants.

The Branch responded to public information inquiries, managed correspondence related to extensive case work on immigration, and represented the Province on federal committees dealing with program funding and project development.

Management Operations

Management Operations Division

The Management Operations Division is responsible for financial, administrative, technical, personnel and information systems services for staff of the Ministry of International Business and Immigration.

During the past year, the Division coordinated the development and implementation of the B.C. Trade Development Corporation, developed an operating agreement between the Ministry and B.C. Trade, and coordinated funding requirements for B.C. Trade.

The Division conducted a major review of foreign offices and a major overhaul of foreign office benefits. It also developed a Ministry Business Plan and implemented a Ministry reorganization.

Financial Services Branch

The Financial Services Branch established bank accounts for six foreign offices (Munich, Hong Kong, Tokyo, Seattle, Los Angeles and Singapore), and established new procedures for foreign service banking.

The Branch conducted a major restructure of budgets to reflect downsizing from four operating units to three, managed asset transfers to B.C. Trade and, as a project team member, took part in the planning of the Business Immigration Seminars.

Operations Branch

During the year, the Operations Branch's personnel services included staffing the foreign offices in Munich, Seattle and Singapore, undertaking a major review of management structure, and undertaking a major overhaul of Foreign Service Benefits for locally engaged staff.

The Branch's responsibility for facilities and services included coordinating the Ministry's move from 750 Pacific Boulevard South to the World Trade Centre at 999 Canada Place, consolidating its Victoria operations into headquarters and undertaking a major review of the London Office facility.

Information Systems Branch

The Information Systems Branch undertook a series of initiatives involving information systems. These included continued overall implementation of the Ministry's systems strategy, moving the Ministry to Microsoft Word processing, and installing the LAN system in Vancouver.

During the move to the World Trade Centre, it transferred almost 200 pieces of computer hardware together with related software with only half a day's loss in operations.

The Branch also provided computing capacity to Seattle, Singapore and Munich, and began development of a corporate contacts database.

British
Columbia
Trade
Development
Corporation

British Columbia Trade Development Corporation

Over a period of ten months to March 31, 1990, the British Columbia Trade Development Corporation evolved from a modest core of staff transferred from the Ministry of International Business and Immigration to a fully operational entity with a solid record of accomplishments.

During its first months, the new Corporation launched a number of activities inherited from the Ministry and at the same time was heavily occupied by normal start-up activities which included engaging a majority of the staff, establishing financial, personnel and administrative systems and, most importantly, developing a focus and strategy for the Corporation.

B.C. Trade's Board of Directors and its management group quickly determined that the Corporation's mandate would be to serve a clientele consisting of the existing and future exporting community of British Columbia. It also became evident that larger companies, particularly those in the resource sectors, did not require a great deal of assistance or service from B.C. Trade. As a result, a clear focus emerged. B.C. Trade's clientele were to be small or medium-sized current or potential exporters, particularly those in the value-added manufacturing and service sectors.

B.C. Trade found a high degree of export interest within the British Columbia business community, and an unexpected variety of goods and services with excellent export opportunities produced by aggressive and innovative companies in all regions of the Province. The need was quite evident for cooperative and coordinated marketing activities, for individual counselling on export planning or on particular problems, and for a wide range of information.

During the ten months, results proved hard to measure precisely as B.C. Trade is primarily involved in assisting others to market their products. However, it is estimated that over $50 million in export sales resulted from the activities of B.C. Trade. In addition, the British Columbia Film Commission, an integral part of B.C. Trade, reported a record year in which the film industry surpassed $200 million in revenues.

In addition, B.C. Trade organized or participated in approximately 160 events, counselled over 600 companies, provided financial support or loan guarantees for some 150 companies, received 200,000 enquiries at the Business Information Centre, and expanded the number of direct users of the British Columbia Business Network to over 900 companies and nearly 100 organizations.

Financially, B.C. Trade ended the fiscal year with a $250,000 surplus and a transfer of over $500,000 to a reserve fund to support the Export Loan Guarantee Program.

When B.C. Trade was launched, a two-year business plan was approved by the Board of Directors at their first meeting on July 17, 1989. The next operating year, 1990-91, will see the completion of this plan. Based on the experience of its first ten months, and in consultation with business groups and individual companies, B.C. Trade will be able to focus, in a more targeted manner, on organized activities and events (e.g., trade fairs, missions, seminars). In addition, an increase in counselling activity is expected, along with significant growth in the Export Loan Guarantee Program.

Communications And Public Affairs

Communications and Public Affairs Branch

As a central agency for the Ministry, the Communications and Public Affairs Branch was involved in virtually every activity undertaken by the Ministry and its agencies throughout 1989/90.

The Branch's work involved the production of publications and audiovisual materials, the preparation of communications strategies, advertising, speech writing, media relations, event coordination and trade show management, promotions and arrangements for incoming trade missions.

Printed material was produced, and in many cases updated, for a wide variety of specific uses. This material included a large, full-colour investment brochure, and a business immigration brochure.

The Branch was involved with communication strategies for the Canada/U.S. Free Trade Agreement, the International Financial Centre - Vancouver, the Asia Pacific Initiative, and the Vancouver International Airport Cabinet Committee.

International advertising design and placement, and assistance with the promotional aspects of the opening of overseas offices in Singapore and Munich, contributed to the Ministry's international promotions while the radio program, "Talking Business," co-sponsored with the Ministry of Regional and Economic Development, contributed to domestic audience awareness of Ministry activities.

While the other ongoing responsibilities maintained a steady pace, event coordination and its related aspects focussed the Branch's energy.

Conference support went to numerous events including the World Economic Forum in Switzerland, Business Industry Development (BID-BC), the Vancouver Trade and Convention Centre, the Purchasing Commission (Market Discovery), the Pacific Northwest Economic Partnership, the World Energy Congress, the B.C. Pavilion Corporation, Airshow Canada, the European Economic Community 1992 Conference, and the first British Columbia "Immigration Week".

The highlights of the Branch's activities in 1989/90 were the instrumental roles it played in the launch of the B.C. Trade Development Corporation (B.C. Trade), the international conference "Globe '90", and the changes necessitated by having a new Minister appointed to the portfolio.

Finally, the Branch's responsibility for Communications and Public Affairs in B.C. Trade consumed much time, resources and coordination.